

Abstract

Title: Marketing Plan of a Newly Emerging Fitness Center

Objectives: The main goal of the diploma thesis is to create a marketing plan of a newly emerging fitness center in the Karlovy Vary region. The marketing plan will help the fitness center make long term profit and become popular with the public.

Methods: The thesis will combine both qualitative and quantitative research methods. The pivotal method of the qualitative research will be observation which I will attempt to combine with informal interviews with the rival fitness centers' employees. The quantitative research will be represented by questionnaires. Based on the discoveries, I will construct Porter's five forces model, competitive analysis and SWOT analysis.

Results: The marketing research has been simulated under the same conditions for two years. The comparative method was used which only confirmed that the competitive environment of the Carlsbad region is not intensive.

The customer values the quality of equipment, comprehensive and modern service offering the most, that unfortunately it is not widely available, and therefore the satisfaction with competitive edge declines.

According to research results and Porter's model Five Forces, it can be said that there is a gap in the market for establishing a new fitness centre.

Keywords: Marketing goals, price strategy, sport services, competition, customer loyalty, SWOT analysis, Porter's five forces analysis